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Alamy celebrates 10 million images by offering an additional 10% to Photographers



Just eight years ago Alamy launched in Abingdon, Oxfordshire, UK as a family-owned business hoping to carve out a niche in the Stock Photography industry. The company founded by James West with his uncle and company chairman Mike Fischer, today celebrates the monumental milestone of 10 million unique images. To mark the occasion is giving an extra 10% commission to contributors for any sales they make today.

Today Alamy represents more than 10,000 photographers and 400+ picture libraries and boasts that contributors retain 65 per cent of each sale, one of the highest royalty rates in the industry. The company has a staff of approximately 50 people at its UK more than 100 in Kerala, India. The company turnover for 2006 was £13.8 million/ \$24 million and is projected to exceed £14.5 million/ \$28 million in 2007. Alamy turned profitable in 2004 and, since 2006 has been providing approximately £1 million/ \$2 million a year to a number of medical research projects, one of which is operating at the UK headquarters where researchers are working on a therapeutic cancer vaccine.

The company attributes much of its success to the vision of creating a large, open, unedited, online collection. In fact, anyone can submit to Alamy provided they meet a few basic requirements.

CEO James West said "Alamy's success demonstrates that it is possible to offer customers an encyclopedic collection, pay photographers the lion's share, and still be profitable."

Web: www.alamy.com - [Click here](#) for the original press release.

Posted by Brent Phelps on October 8, 2007 06:32 AM | [Permalink](#)

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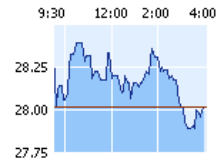
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